



कृषि एवं किसान कल्याण मंत्रालय, भारत सरकार
Ministry of Agriculture & Farmers Welfare,
Government of India

सत्यमेव जयते

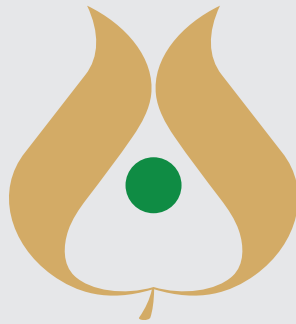
Kesar Mango

SUMMER IN A MANGO

Kesar is a small to medium fruit with a roundish shape and a distinct curved tip. It has a relatively unexciting appearance, having skin that is dull, slightly mottled yellow colour, perhaps with a green tinge when less mature. Inside it is a different matter: a deep yellow-orange flesh, smooth and fragrant with intense sweetness when they are in peak condition. There can be a slight acid edge to the flavour in less mature fruit, but many people will enjoy this complexity.



राष्ट्रीय बागवानी बोर्ड
National Horticulture Board



HORTICULTURE CLUSTER DEVELOPMENT PROGRAMME

The Ministry of Agriculture and Farmers Welfare (MoA&FW), Government of India, has announced a new programme for Horticulture Cluster Development to enhance the global competitiveness of the Indian horticulture sector. The National Horticulture Board has been designated as the Nodal Agency for implementation of Cluster Development Programme as a component of Central Sector Scheme of NHB.

The Cluster Development Programme (CDP) is designed to leverage the geographical specialisation of horticulture clusters and promote integrated and market-led development of pre-production and production, post-harvest management and value addition, logistics, marketing and branding activities. MoA&FW has identified 55 horticulture clusters, of which 12 clusters have been selected for the pilot launch of the Programme.

Based on the learnings from the pilot project, the programme will be scaled up to cover all 55 clusters. The experiences gathered from the implementation of the pilot phase will provide policy insights and field level learnings that will help in better implementation of programme in all horticulture clusters across India.

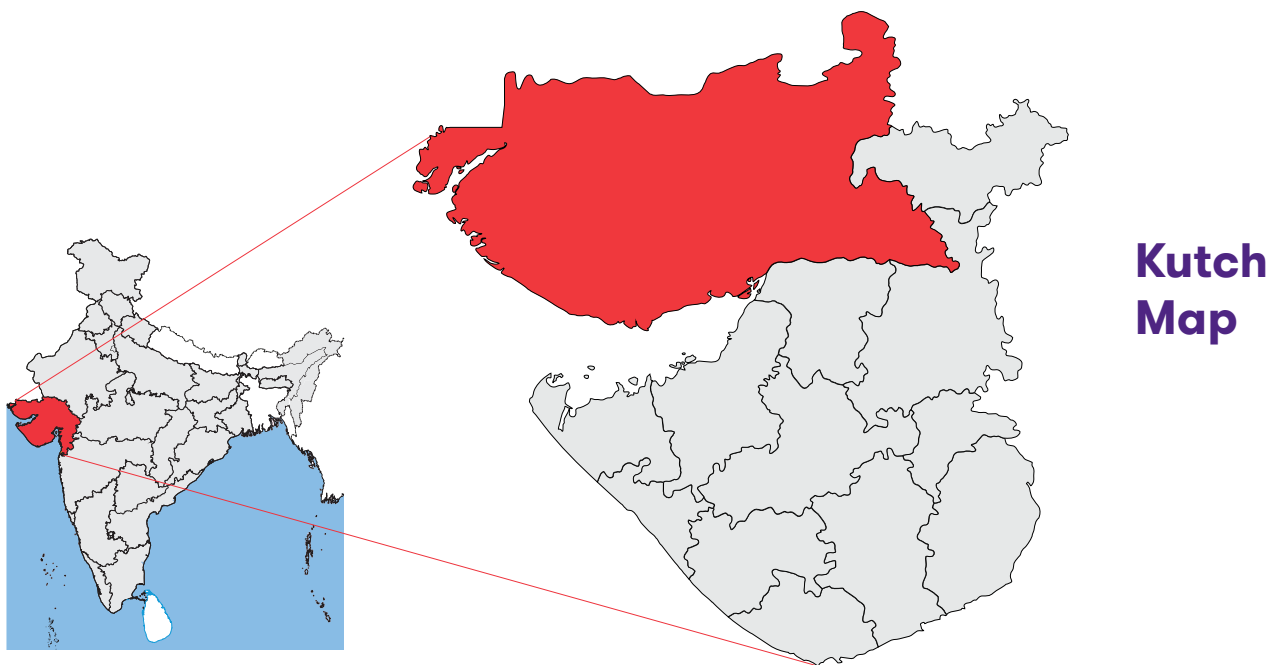
MANGO PROFILE

India ranks 1st in global mango production, contributing over 45% of the global fresh mango production, followed by China and Thailand. The average yield of Mango is 8.39 MT/Ha for India, 8.74 MT/Ha for China and 8.36 MT/Ha for Thailand.

Gujarat ranks 5th when it comes to the production of Mango in India. The state contributes around 5% of the national production. Gujarat produces around 1 million metric tons of Mango in the area of around 764,000 Ha.

Mango is a very delicate and highly perishable commodity. The leading commercial varieties grown in India are Dussehri, Chaunsa, Langra, Safeda, Alphonso etc.

HS Code for Fresh Mangoes are **#20089911 & #20079910.**



Exit Terminals



Road
NH - 42, 47, 48



Sea Port
Mundra, Kandla, Mandavi



Rail
Bhuj, Gandhidham & Bhachau
railway stations



Air
Ahmedabad Airport



ICD/Dry Port
Kandla Port

FUN FACT

Kesar mango was first spotted by Sale Bhai, Junagadh Wazir in Vanthali taluka. in 1934, the Muhammad Mahabat Khan III, Nawab of Junagadh remarked while looking at the beautiful orange flesh of the mango fruit, **“This is Kesar!”**

NUTRITION

Vitamin A
Vitamin C
Vitamin D
Vitamin E
Vitamin K
Vit B1, B2, B5, B6
Iron
Protein
Carbohydrates
Fiber
Potassium Copper
Maganese
Magnesium



HEALTH BENEFITS

Gives Relief from Anaemia
Promotes Healthy Gut
Helps in Digestion
Boosts Immunity
Promotes Eye Health
Improves Cardiovascular Health
Support Weight Management

VALUE ADDITION



MANGO JUICE



MANGO PICKLE



MANGO PULP



MANGO POWDER



MANGO CANDY



MANGO JAM

RELEVANT AGENCIES & SCHEMES BY GOVERNMENT



Ministry of Agriculture & Farmers' Welfare

Scheme: Cluster Development Programme, MIDH, FPO

Commercial Horticulture, Agriculture Infrastructure Fund

Website: www.nhb.gov.in



Ministry of Food Processing Industries

Scheme: PM Formalisation of Micro food processing Enterprises, Operation Greens, Agro Processing Cluster, Integrated Cold Chain & Value Addition, Creation of Backward and Forward Linkages.

Website: www.mofpi.gov.in



Agricultural and Processed Food Products Export Development Authority

Schemes: Agriculture & Processed Food Export Promotion

Website: www.apeda.gov.in

EXPORT FROM INDIA

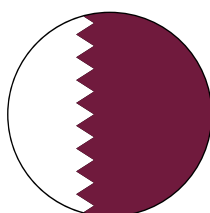
Cardboard boxes of 3-ply or 5-ply are used in export of Mangoes. Most frequently used box sizes are 5 Kg, 8 Kg, 10 Kg, and 12 Kg. Mangoes must be stored at 12°C to 16°C until they reach the destination market-shelf.

TOP IMPORTING COUNTRIES



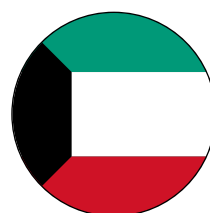
UAE

44%



QATAR

7%



KUWAIT

5%



UK

22%



OMAN

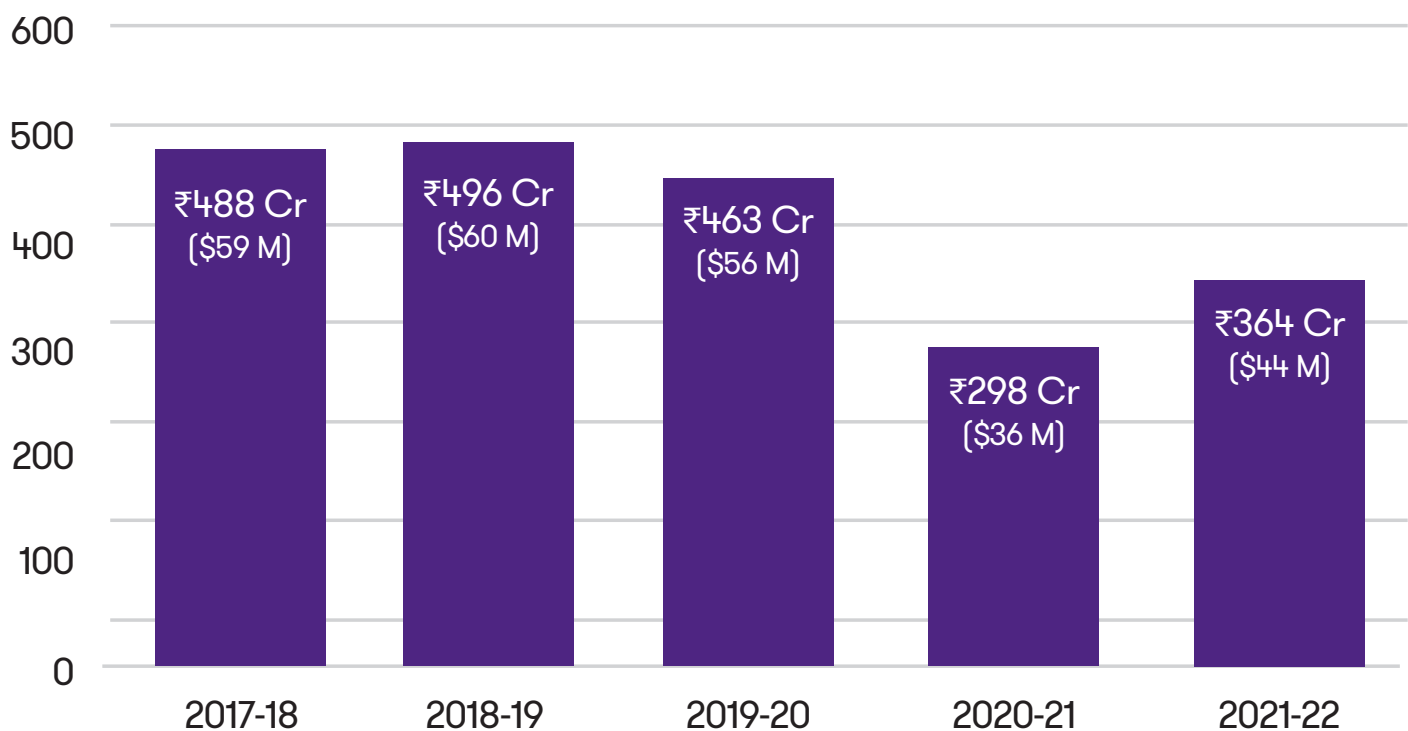
6%

MANDATORY EXPORT REQUIREMENTS

- Specific weight requirement
- Storage of Mango at 12° C
- Packaging 2.5 Kgs (3.5 Kgs for US)
- By Air transportation except Gulf 400
- Irradiation at 400 Grays (USA)
- Certain MRL level (country specific)
- Grading & Size tolerance
- 85% Maturity requirement for Sea
- Vapor Heat Treatment (Japan)



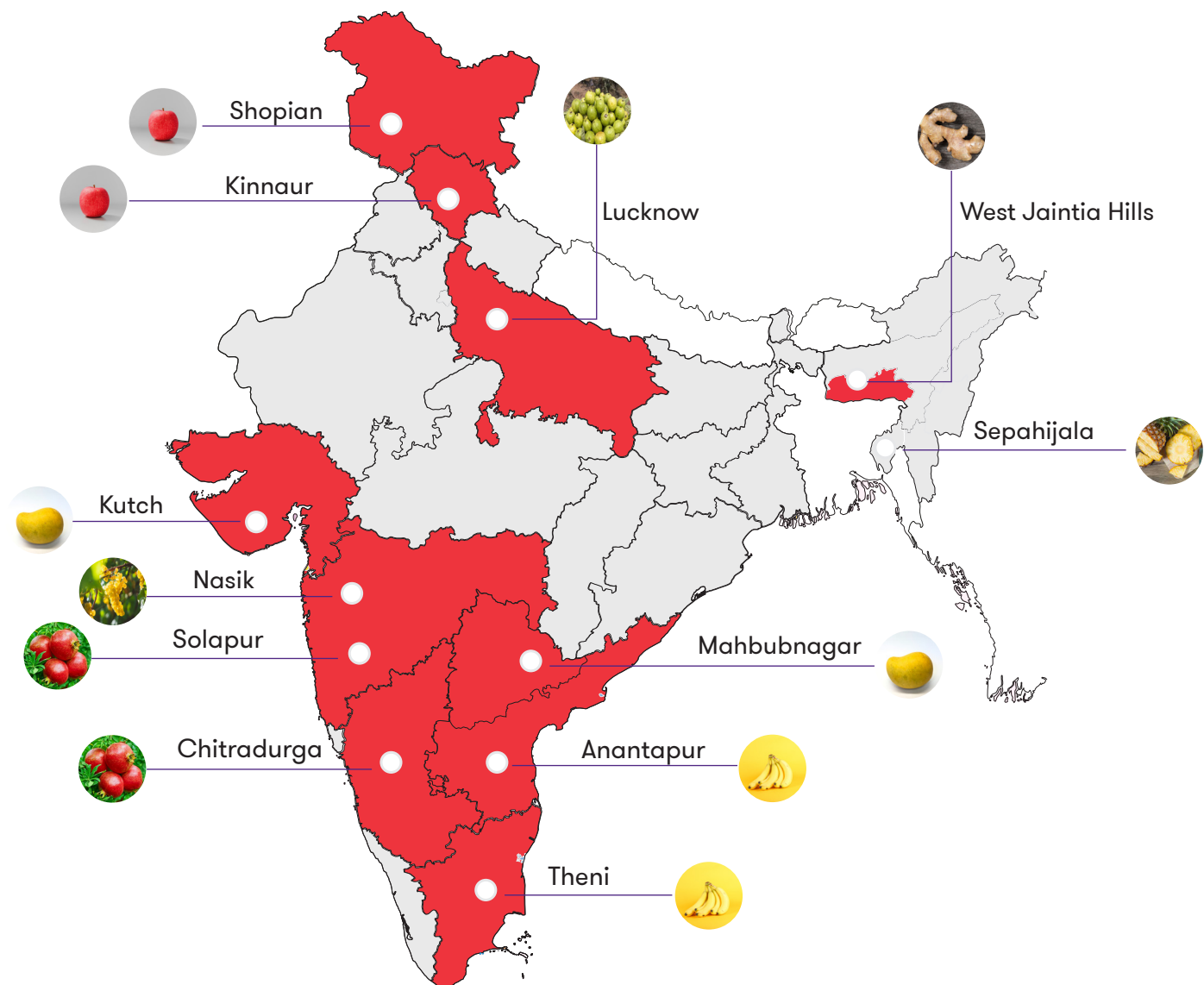
EXPORT OF FRESH MANGO



WHEN IS IT AVAILABLE?

MAY JUNE JULY

IDENTIFIED CLUSTERS FOR PILOT PHASE



Why to invest in CDP?

1. Located in well established horticulture clusters
2. Options to invest in any or all three verticals:
 - a. Pre-Production & Production
 - b. Post Harvest Management & Value Addition
 - c. Logistics, Marketing & Branding
3. Up to 100 Cr of Financial Assistance (based on area)
4. Convergence of schemes of various ministries of Govt
5. One Stop Solution for complete value chain of the commodities
6. State government support in setting up the project
7. To know more visit: www.nhb.gov.in



SCAN THE QR CODE TO GET THE LIST OF ALL THE FRESH MANGO EXPORTERS FROM INDIA.



Paste Your Visiting Card Here

CONTACT US FOR MORE INFORMATION



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